



## DOWNTOWN HAMPTON MASTER PLAN

Hampton, Virginia **U R B A N   D E S I G N   A S S O C I A T E S**

JANUARY 2004



ADOPTED BY CITY COUNCIL ON JANUARY 14, 2004



# Downtown Hampton Master Plan

PREPARED FOR  
City of Hampton  
FUNDED BY  
City of Hampton

CONSULTANT TEAM  
Urban Design Associates  
Zimmerman / Volk Associates, Inc.  
Glatting Jackson Kercher Anglin Lopez Rinehart, Inc.  
Economics Research Associates

## DOWNTOWN STEERING COMMITTEE

Rick Bagley  
Todd C. Bridgford  
Sadie Brown  
Frank Grossman  
Ted Henifin  
Steve Hussell  
John Ishon  
Joan Kennedy  
Gary LaRue  
Frank Lofurno  
Mike Long  
James Manhattan  
June T. McPartland  
Jessica Norgren  
Terry O'Neill  
Pete Peterson  
Laurine Press  
Irayda Ruiz  
Dan Seachord  
Steve Shapiro  
Fred Whitley

CITY COUNCIL  
Dr. Mamie E. Locke, Ph.D.  
*Mayor*  
Paige V. Washington, Jr.  
*Vice Mayor*  
Randy A. Gilliland  
Ross A. Kearney  
Joseph H. Spencer  
Turner M. Spencer  
Rhet Tignor

PLANNING COMMISSION  
Randy Gilliland  
Katherine Glass  
Ralph A. Heath, III  
Harold O. Johns  
Perry Pilgrim  
Timothy B. Smith  
George Wallace

## HAMPTON CITY PLANNING STAFF

A special thanks to the countless  
Hampton residents, too many to  
name, who gave their time and  
energy to this effort

# Table of Contents

## EXECUTIVE SUMMARY 1

## PROCESS & ANALYSIS 5

Residential Market Strategy 6

Transportation 7

Urban Form 9

## MASTER PLAN APPROACH 12

Urban Design Strategy 14

## INITIATIVES 17

King Street Landing & the Downtown Waterfront Core 18

Salters Creek Landing & Franklin Street Corridor 21

Lincoln Street Landing & Upper Wine Street 23

Olde Hampton Neighborhood 24

Pasture Point Neighborhood 26

Brights Creek Redevelopment 28

Victoria Boulevard Neighborhood 29

## FRAMEWORKS 30

Streets 31

Parking 36

Parks & Open Space 37

Residential 39

Retail 40

Development Summary 41

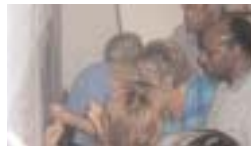
## APPENDICES

Appendix A: Downtown Hampton Downtown Market Potential c

Appendix B: Downtown Hampton Master Plan Transportation Component

# Executive Summary

OVER 300 PEOPLE PARTICIPATED in creating a new Master Plan for Downtown Hampton. In the course of community workshops, interviews, focus group discussions, and public meetings, the citizens of Hampton described their perception of the City's assets, the problems it faces, and their dreams for its future. Stakeholders clearly articulated the challenge: to establish an aggressive course for growth while maintaining the city's existing charm and intimacy. Given this challenge, a consensus vision for a vibrant mixed-use downtown, connected to the waterfront, surrounding neighborhoods, and the City's heritage emerged from the participants. In addition, the need to improve and enhance key gateways to Downtown was identified as an important topic to be addressed.



**PUBLIC INVOLVEMENT** The Master Planning process engaged citizens, property owners, business owners, and public officials in building a consensus vision for Downtown Hampton.

## KEY CHALLENGES

- A** Entrances to Downtown are unattractive and confusing.
- B** Settlers Landing Road functions as a highway that creates a barrier between Downtown and the Waterfront.
- C** The local street pattern fails to connect to the Waterfront.
- D** Large parking areas create a vacant, deserted image while failing to provide visitor-friendly parking.
- E** In-town neighborhoods are separated from Downtown by wide roads and underdeveloped areas.
- F** There are very few residences in the Downtown core.



An aerial view of Downtown Hampton from the south as it exists today



DESIGN RESPONSES
<p><b>A</b> A new expressway entrance at King Street and improvements to Armistead Avenue and Settlers Landing Road provide improved portals to downtown.</p> <p><b>B</b> Settlers Landing Road is transformed into a downtown street, lined with on-street parking and mixed-use buildings with retail on the ground floor.</p> <p><b>C</b> North-south streets are redesigned to create comfortable pedestrian connections between the Downtown Core and the Waterfront.</p> <p><b>D</b> Over 800 new residential units are to be built in the core of Downtown and the potential for 900 additional units in the in-town neighborhoods.</p> <p><b>E</b> New waterfront development, including a signature development on Settlers Landing Road, creates a new front door.</p> <p><b>F</b> New parks and infill development in nearby neighborhoods further stabilize the Downtown area.</p>



Proposed aerial view of Downtown Hampton from the south

#### A Framework for a Waterfront Downtown

In order to realize this vision, the Master Plan recommends a new pattern of interconnected streets and public open space that builds on existing amenities and creates an effective framework for development. This framework will create a series of attractive development parcels with strong marketing advantages because of the quality of their “address.” Seven proposed initiatives include both private development and public space improvements in order to create a complete address. The Master Plan identifies specific development opportunities either on publicly controlled land or land for which collaboration is likely. These are illustrated in detail on the Initiatives pages of this Plan.

The Plan also includes proposals for redevelopment of privately owned property which are described in less detail. Partnerships and collaborations with private property owners are recommended as a means of advancing these components of the Plan.



FRAMEWORK OF STREETS AND OPEN SPACE Future growth of Downtown and surrounding neighborhoods will be guided by open space and street connections to the water.



HAMPTON'S NEW FRONT DOOR Housing and retail along the waterfront will create a new front door to Hampton's downtown.



ILLUSTRATIVE MASTER PLAN A new downtown core (outlined in red) will be better connected to both the water and to the surrounding in-town neighborhoods of Pasture Point, Olde Hampton, and Victoria Boulevard.



Seven initiatives have been designed to revitalize Hampton's Downtown Core and Waterfront and strengthen connections to and encourage re-investment in the surrounding in-town neighborhoods.

#### 1 King Street Landing & the Waterfront Core

Settlers Landing Road is transformed into a Downtown street with Mixed-use development extending the core of Downtown to the Waterfront. A new market place and reconfigured inlet creates King Street Landing, a new focus for Downtown on the water. Along Settlers Landing Road, a new grocery store is incorporated into the parking structure and a coordinated parking system supports retail Downtown.

#### 2 Salters Creek Landing & Franklin Street Corridor

Franklin Street is extended to Settlers Landing Road creating a north-south link to the Waterfront. New residential buildings along it will provide Downtown housing units with retail uses near Settlers Landing Road.

A new waterfront park, Salters Creek Landing will extend the Waterfront three blocks to the west. It aligns with a new formal drive for the Hampton History Museum emphasizing this cultural resource as a focal point of the redevelopment. Mixed-use development along Franklin Street with ground-floor retail and housing above brings renewed vitality to this portion of the Downtown/Waterfront Core. A longer term project to redevelop an existing housing development would include the extension of Franklin Street to Pembroke Avenue.

#### 3 Lincoln Street Landing & Upper Wine Street

New streetscapes along Wine Street and Kings Way provide an appropriate setting for mixed-use, infill development, extending the Downtown Core to Lincoln Street and providing additional residential development. Eaton Street is transformed into a linear park to

provide a setting for additional residential development to connect the Core with the Pasture Point neighborhood.

#### 4 Olde Hampton Neighborhood

Grant Park is reconfigured to become a more visible and safe community amenity. The historic Watkins Feed Store is redeveloped as a community facility a mixed-use building. New homes on currently cleared land in several locations set the stage for an infill housing program to follow and support the current efforts and plan developed by the neighborhood.

#### 5 Pasture Point Neighborhood

Though generally a strong neighborhood, Pasture Point suffers from industrial uses scattered throughout. The Plan recommends redeveloping the industrial land and the freeway's edge with residential uses. New street patterns will discourage through traffic, and a greenway will connect Pembroke Landing with Brights Creek.

#### 6 Brights Creek Redevelopment

The industrial lands north of Downtown can be developed more effectively by transforming Brights Creek into the central feature of a linear park. The area south of the park can become an in-town residential neighborhood. Prime high-visibility commercial property can be developed north of the park and along the interstate's edge. Brights Creek is revitalized and transformed into an amenity and an address for new higher density housing.

#### 7 Victoria Boulevard Neighborhood

This stable neighborhood is concerned about through traffic. Traffic-calming devices should continue to be used. Future redevelopment of waterfront sites should require guidelines to create a public waterfront and to protect views of the waterfront from the neighborhood.



FRANKLIN STREET Illustrative view north along extension of Franklin Street toward the Sargent Building.



OLDE HAMPTON NEIGHBORHOOD Illustrative view of new housing and the restored Watkins Feed Store on Queen Street.



PASTURE POINT NEIGHBORHOOD Illustrative view of new housing along Eaton Street.

## Process & Analysis

IN THE COURSE OF COMMUNITY WORKSHOPS, interviews, focus group discussions, and public meetings, the citizens of Hampton described the City's strengths and weaknesses, as well as their hopes for its future.

The most frequently cited strengths include: Hampton's heritage and sense of history; the charm and character of its historic houses and neighborhoods; its small-town scale; the presence of the water; the character and scale of Queens Way; the museums and churches; the festivals; the diversity of its population; and a friendly, community spirit.

The most frequently cited weaknesses include: Downtown's lack of sufficient retail and restaurant uses; Settlers Landing Road as a barrier that separates Downtown from the Waterfront; the street pattern which does not connect the City to the Waterfront effectively; the poorly developed Waterfront; the lack of Downtown residents; the way in-town neighborhoods are separated from Downtown by roads, empty lots, and parking lots; much of the modern architecture, (such as City Hall), which is inconsistent with Hampton's historic character; and the lack of Downtown activity.

There was also agreement on the areas most in need of improvement: Settlers Landing Road; the Waterfront; the former supermarket site at Lincoln Street and Armistead Avenue and the buildings around it; Grant Park; the entry corridor along LaSalle Avenue including the dysfunctional properties in Olde Hampton at LaSalle Avenue and Queen Street and the Lincoln Street Housing Project; the industrial uses at the north end of Pasture Point; Downtown gateways at Armistead Avenue and Settlers Landing Road; and the area around City Hall.

KEY POINTS		
ASSETS / GOOD PLACES	WEAKNESSES / BAD PLACES	VISIONS & PRIORITIES
History Charm and intimacy Special events Waterfront Walkability Virginia Air & Space Museum Victoria Boulevard Historic District Mill Point Park St. John's Church	Settlers Landing Road Garages on the Waterfront Grant Park Shopping center at Lincoln and Armistead Freeway edge	Vibrant downtown with retail and restaurants Additional downtown housing Queens Way, west of King Street Settlers Landing Road Waterfront from Victoria Boulevard to Pasture Point Grant Park Pasture Point industrial Shopping center at Lincoln and Armistead
 	 	 



RESIDENTIAL MARKET STRATEGY

Hampton has a large stock of low- to mid-range single-family housing and a small amount of higher end housing clustered in neighborhoods throughout the city. However, the city lacks urban housing - apartments, townhouses, lofts, and mixed-use development in the Downtown core.

The market analysis conducted by Zimmerman/Volk Associates identified a market demand for housing units in Downtown Hampton and the in-town neighborhoods. It estimated the extent and characteristics of that potential market. (See Appendix A: Market Analysis: Downtown Hampton Residential Market Potential.) According to the analysis, the target market for new market-rate housing units within Downtown Hampton and the in-town neighborhoods consists of approximately 1,800 younger singles and couples, empty nesters and retirees, and family-oriented households.

Distribution by housing type is shown in the table opposite (Potential Market for New Housing Units) and clearly identifies the potential for a full range of housing types - from rental multi-family to for-sale, single-family detached houses. The analysis also indicates that new construction in the Downtown Core should concentrate on the higher-density housing types that support urban development and redevelopment most efficiently, including:

- Rental lofts and apartments (multi-family for-rent);
- For-sale lofts and apartments (multi-family for-sale); and
- Townhouses, rowhouses, live-work or flex units (single-family attached for-sale).

The analysis shows in the year 2003 up to 890 households living in Downtown Core represent the pool of potential renters/buyers of new market-rate housing units (new construction and/or adaptive re-

use of formerly non-residential structures), excluding single-family detached units, within the Downtown Core. Zimmerman/Volk Associates, based on more than a decades' experience in dozens of cities across the country utilizing their proprietary target market methodology, have determined an annual capture of between 10 and 15 percent of the potential market, depending on house type, is achievable. Based on a 15 percent capture of the potential market for multi-family units of all proposed types and a 10 percent capture of for-sale, single-family attached units, the Downtown Core should be able to support up to 125 new units per year over the coming five-year period. (See details in the Annual Capture of Target Market table opposite.) Furthermore, the experience of other American cities has been that, once the downtown residential alternative has been established, the percentage of households that will consider downtown housing typically increases.



OPPORTUNITY SITES Sufficient available land exists today to accommodate several years of absorption. The areas in yellow indicate properties with Master Plan proposals. Additional land may be required to realize the full projected market potential.

POTENTIAL MARKET FOR NEW HOUSING UNITS		
HOUSING TYPE	NUMBER OF HOUSEHOLDS	PERCENT OF TOTAL
Multi-family, for rent	550	30.4%
Multi-family, for sale	190	10.5%
Single-family attached, for sale	150	08.3%
Low-range single-family detached	400	22.1%
Mid-range single-family detached	340	18.8%
High-range single-family detached	180	09.9%
Total	1,810	100.0%

890 units of medium to high density housing: Target Market for Downtown Core

920 units of low density housing: Target Market for In-town Neighborhoods

ANNUAL CAPTURE OF TARGET MARKET					
HOUSING TYPE	NUMBER OF HOUSEHOLDS	% CAPTURE OF TOTAL	NUMBER OF NEW UNITS / YEAR	APPROXIMATE DENSITY (DWELLING UNITS/ACRE)	REQUIRED LAND / YEAR
Multi-family, for rent (lofts/apartments, leaseholder)	550	15%	82	40	2 acres
Multi-family, for sale (lofts/apartments, condo/co-op ownership)	190	15%	28	30	1 acre
Single family attached, for sale (townhouses/rowhouses, fee-simple ownership)	150	10%	15	15	1 acre
Total	890		125		4 acres

## TRANSPORTATION

The Transportation Analysis completed by Glatting Jackson identified several strategies for improving the circulation system of Downtown and re-establishing a “balance point” where the public right of way serves the multiple needs of pedestrians, motorists, visitors, and property owners. The complete Transportation Analysis is included in Appendix B. Key findings are summarized below.

### Regional Access

Although Hampton, in general, is well connected to the regional interstate system, Downtown Hampton is not. Only two interchanges provide access to Downtown from I-64 and they do so via arterial (Settlers Landing Road and Armistead Avenue) rather than leading directly to the center of Downtown. The Plan therefore recommends a new interchange at King Street to both provide direct access to Downtown and improved development opportunities in the underutilized industrial areas between Armistead Avenue and I-64.

### Downtown Streets

The 1965 Urban Renewal Plan for Downtown Hampton created a ring of boulevards around Downtown Hampton. Instead of connecting the greater City to Downtown, this ring of boulevards has become a barrier.

The Plan recommends utilizing the wide boulevard rights-of-way around Downtown to create pedestrian- and bicycle-friendly streets with on-street parking and generous landscaping. These will become part of an improved, interconnected network of streets linking Downtown to adjacent neighborhoods, the Waterfront, and major access routes.



EXISTING REGIONAL ACCESS Interchanges for Downtown serve streets that bypass the core of Downtown Hampton.



PROPOSED REGIONAL ACCESS An interchange at King Street will increase access to the core of Downtown and reinforce King Street as a main north-south arterial for the City.

Parking

The Public Works 2002 Inventory and the Master Plan's Transportation Analysis concluded there is no shortage of parking Downtown. The existing parking supply is not well-managed, coordinated, or accessible. Other problems with parking can be attributed to inadequate signage, lighting, security and maintenance concerns, and damage to facilities. Therefore, adding to the parking supply will not solve parking problems, and may, in fact, exacerbate them by devoting more land to an already plentiful resource.

The Downtown parking supply will be in constant flux over the life of the Master Plan. Vacant lots that are used for parking today will be absorbed by private development that add revenue and vitality to Downtown. As these existing lots are absorbed, the Plan recommends re-balancing the supply and demand of parking in Downtown by adding on-street parking wherever possible, and by adding a few strategically located parking garages throughout Downtown.

It will be critical to continue to provide adequate amounts of both on-street parking, garage parking, and small surface lot parking in order to satisfy the diverse parking needs of short-, medium-, and long-term users of Downtown.



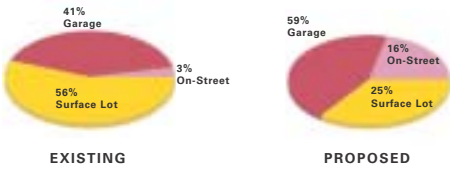
EXISTING PARKING The current parking supply is not coordinated. Most of the parking occurs in surface lots located on undeveloped property.



PARKING STRATEGY A balanced supply of parking located on-street, in surface lots, and in parking garages will encourage retail uses Downtown and mixed-use urban development.

PARKING SUPPLY		
	CURRENT	PROPOSED
On-Street	110	650
Surface Lot	1780	1000
Garage	1300	2500
<b>TOTAL</b>	<b>3190</b>	<b>4100</b>

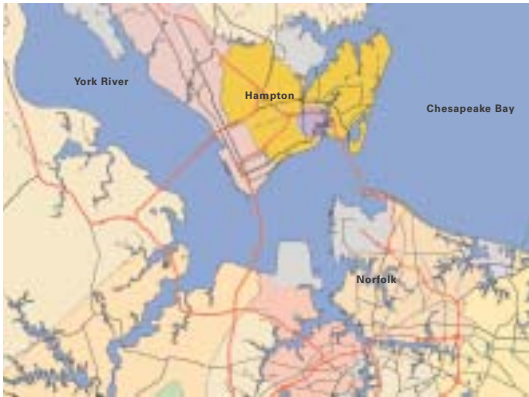
note: proposed parking includes approx 800 spaces for new residential





## URBAN FORM

UDA X-Ray<sup>®</sup> analysis revealed a number of other issues to be addressed in the Master Plan. Each UDA X-Ray<sup>®</sup> drawing describes one aspect of the City's form. These patterns can form the beginnings of design strategies that build on the existing structure of the City.



**LOCATOR MAP** Hampton is located on the tip of the York Peninsula, bound by the York River, James River and Chesapeake Bay.



**REGIONAL HIGHWAYS AND ARTERIAL** Downtown Hampton is located within the region's interstate loop.



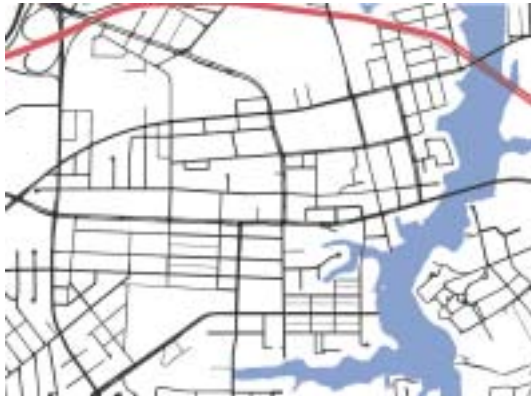
**COMMERCIAL PATTERNS** Downtown Hampton's retail area is small compared to the Mercury Boulevard corridor and the Coliseum Crossroads area. The intimate scale of Queens Way suggests it is a specialized type of retail with unique regional significance.



**HIGHWAYS AND ARTERIAL** Interstate exits are located at the ends of Downtown. The arterial which connect to the interstate do not penetrate the core of Downtown. King Street, the major north-south arterial, does not have access to the interstate.



**INDUSTRIAL PATTERNS** Much of Downtown's most valuable land is occupied by industrial uses. The waterfront industrial uses represent Hampton's heritage, however the rail-based industrial uses create underutilized land and are incompatible with the adjacent neighborhoods.



**STREETS** Downtown's street network is dominated by the ring of boulevards and interrupted by numerous large blocks.



**BUILDING FOOTPRINTS** Downtown Hampton's buildings stock defines the intersection of King Way and Queens Way. Some of the largest buildings are located on the water, blocking access and views.



**RESIDENTIAL SETTLEMENT** Downtown is almost void of residential uses.



**INSTITUTIONS, PARKS, & OPEN SPACE** Downtown is bound on two sides with water, however, there is a relative lack of usable open space both along the Waterfront and in Downtown.



**EXISTING CONDITIONS** The UDA X-Ray drawings at left elaborate specific elements of the existing city form shown above.

## Grid Study

The collective dreams and aspirations for Downtown Hampton described by participants in the process resemble those of other successful waterfront cities. An analysis of their physical form can suggest ways of improving Hampton's. For example, Old Town Alexandria – one of the most successfully revitalized historic downtown – has a 200-foot by 200-foot street grid that connects virtually all of the Downtown to the water. The resulting block sizes are almost all smaller than three acres. By contrast, Downtown Hampton has an interrupted rather than interconnected grid, with large superblocks, most of which are greater than six acres. This block structure cannot sustain the type of active urban environment envisioned by Hampton's citizens.

Hampton's block pattern has evolved over time. Originally incorporated in 1610, the main streets were the famous "bow and arrow," consisting of Queens Way, the through street which crossed the Hampton River, Kings Way which leads to the water, and two diago-

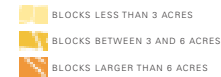
nal connecting streets. The industrial nature of the waterfront and the irregular land forms resulted in a discontinuous pattern.

In 1965, the Urban Renewal Plan eliminated the bridge connection of Queens Way, replacing it with a new street, Settlers Landing Road. Additionally, that Plan imposed a large superblock grid with over-scaled boulevards around the perimeter of Downtown. All interior streets were proposed to be closed to vehicular traffic and converted to pedestrian-only streets. As a result today Hampton suffers from blocks that are too large and confusing due to their lack of continuity.

Recently, the Downtown has begun to re-establish its street network by introducing Kings Way, Queens Way, and other streets to vehicular traffic.



Hampton, Virginia



Alexandria, Virginia



1937 "Bow and Arrow"



1954 Connected but congested



1965 Urban Renewal Plan - superblocks and a ring of boulevards



2003 Re-establishing a street grid



# Master Plan Approach



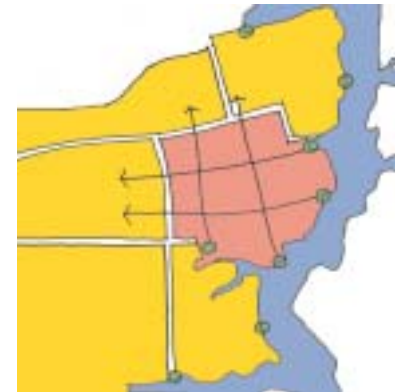
The Master Plan builds on accomplishments to date in Downtown Hampton, along the Waterfront, and in the in-town residential neighborhoods. Working with the structures created to bring people together in partnerships, the Master Plan provides a platform on which to coordinate new public/private investment to eliminate the problems identified by stakeholders during the planning process and build an effective framework for the future. Four primary goals emerged from the planning process and all are essential in early action initiatives to ensure success.

**A Reinforce the Downtown Core and its relationship to the Waterfront**  
The Waterfront is Downtown's greatest asset and represents both the heritage and the future of Downtown Hampton. A successful Downtown will connect the Waterfront to the daily life of the City. The Waterfront must become an integral part of Downtown by creating as many physical and psychological connections as possible.

**B Support the in-town neighborhoods and create new Downtown neighborhoods**  
In order to establish a healthy context for Downtown, those neighborhoods surrounding it which are not already stable should be revitalized. Re-investment should be encouraged in all surrounding neighborhoods, new neighborhoods should be created by infusing Downtown with a new urban type of dense residential housing units.



A Reinforce the Core's relationship to the Waterfront



B Support in-town neighborhoods

C Establish a physical framework for future growth

Future growth of Downtown Hampton should be guided by an overall vision and a physical framework. Details of the Plan will change over time; however, timeless imperatives to guide the physical form of future growth must be established. The frameworks recommended in this Plan takes their cues from the natural patterns of the land and from tested patterns of exemplary urban development served by pedestrian-oriented streets and spaces.

D Create initiatives that bundle and leverage both private and public investments

Implementation of the Master Plan must be a partnership between public and private investors. The Plan establishes clearly identifiable initiatives that bundle together private and public efforts at several scales to be implemented over both the short and long terms.

These include King Street Landing & the Waterfront Core 1, Salters Creek Landing & Franklin Street Corridor 2, Lincoln Street Landing & Upper Wine Street 3, Olde Hampton Neighborhood 4, Pasture Point Neighborhood 5, Brights Creek Redevelopment 6, Victoria Boulevard Neighborhood 7.



C Create a framework for growth



D Develop initiatives to implement the Plan

## Urban Design Strategy

The guiding urban design strategy employed in this Master Plan is to create the framework for development and revitalization through a series of recommendations for improving the structure of the City. This framework consists of five key recommendations presented below in summary form and detailed more fully in the Frameworks section of this Master Plan.

### A Improve portals and approach streets to Downtown

The first step is to provide appropriate entrances to Downtown. Over time, a new exit from I-64 is proposed at King Street. The first phase could be to extend a new frontage road from the Rip Rap Road exit to King Street. Later phases could include a full intersection with I-64 at King Street. Armistead Avenue, King Street, and Settlers Landing Road should all be improved to create good entrances with coordinated streetscaping and development. Armistead Avenue between Pembroke Avenue and Settlers Landing Road, as well as Settlers Landing Road from Eaton Street to Armistead Avenue, should be transformed from high-speed thoroughfares into downtown business streets. Blighted properties along Pembroke, LaSalle, and Armistead Avenues should be redeveloped with high-quality development.

### B Create a Downtown network of streets connecting neighborhoods and the Waterfront.

Hampton's historic street network, the "Bow and Arrow", used Queens Way as the retail, social, and business center of town. It was congested and thus replaced by the current ring of boulevards which diverts traffic from the historic core and disorients Downtown visitors. This Plan proposes a new pattern of streets which will create a continuous, interconnected network of streets linking Downtown to the Waterfront and the in-town neighborhoods.



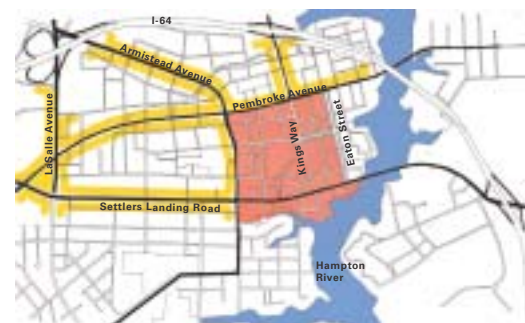
HISTORIC "Bow and Arrow"



CURRENT Ring of boulevards



FUTURE Connected network of streets and open space



A Improve portals and approaches to Downtown



B Create a network of streets connecting neighborhoods to Downtown and the Waterfront



The street network will contain a hierarchy of Downtown streets. Settlers Landing Road and Armistead Avenue will become Downtown streets, lined with parallel parking and good pedestrian cross walks. Queens Way and the south two blocks of Franklin Street, Kings Way, and Wine Street will become pedestrian-scaled shopping streets; Lincoln Street, upper Franklin Street, and Wine Street will become residential streets; Eaton Street and the blocks of Lincoln Street between Kings Way and Eaton Street will be converted to linear parks with pedestrian walks and trails.

**C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and the in-town neighborhoods**  
Downtown's open space system includes a series of small and large parks, trails, and a network of sidewalks. A Waterfront park at the end of Lincoln Street (Lincoln Street Landing) serves as an entrance to Pasture Point. A similar new park, Salters Creek Landing, will provide a proper setting for the Hampton History Museum and will extend the Downtown Waterfront three blocks to the west. Eaton Street and a portion of Lincoln Street will be transformed into linear parks with a multi-use trail in the center; Brights Creek serves as the alignment for a future linear park through the area north of Pembroke Avenue. Grant Park will be expanded and improved, and a new, small-scale residential park will be added along Back River Road in Olde Hampton. The park in front of the Virginia Air and Space Museum will be reconceived in order to better celebrate the Waterfront.

**D Develop small blocks with mixed-use and street-oriented buildings**

This framework of streets and open space creates a series of development blocks, each of which has its own identity and sense of place. The blocks should be developed with buildings that provide attractive frontage for the public spaces they help create. Ground floor uses should animate the street whether they are retail uses, private homes or public buildings.

**E Support mixed-use development with an interconnected parking System**

The three existing Downtown parking garages, some new garages, surface parking lots, Olde Hampton Lane converted to an efficient parking street, and parallel on-street parking on most streets will combine to create an interconnected and user-friendly parking system.



C Enhance public open space to reinforce the network connecting Downtown, the Waterfront, and in-town neighborhoods



D Develop small blocks with mixed-use and street-oriented buildings



E Support mixed-use development with an interconnected parking system

The Illustrative Master Plan incorporates, in a holistic manner, the key urban design principles enumerated in this section. This Plan is based upon a comprehensive and balanced approach towards improving entryways into Downtown, reinforcing and extending the street network along with reconfiguring the block structure to support new development, and enhancing and connecting parks and open spaces. The Framework of Open Space provides the organizing structure for coordinating future development and investment, both, public and private. It also identifies and defines the Master Plan in the context of the Downtown and its relationship to the greater region. In the next section, these Master Plan initiatives are further detailed in form of their design.



Open Space Framework



Initiatives Diagram

INITIATIVES	
1	King Street Landing & the Waterfront Core
2	Salters Creek Landing & Franklin Street Corridor
3	Lincoln Street Landing & Upper Wine Street
4	Olde Hampton Neighborhood
5	Pasture Point Neighborhood
6	Brights Creek Redevelopment
7	Victoria Boulevard Neighborhood



Illustrative Master Plan showing Downtown Hampton, the Waterfront, and in-town neighborhoods with the recommended framework improvements and proposed initiatives in place.

## Initiatives



### INITIATIVES

- 1 King Street Landing & the Waterfront Core
- 2 Salters Creek Landing & Franklin Street Corridor
- 3 Lincoln Street Landing & Upper Wine Street
- 4 Olde Hampton Neighborhood
- 5 Pasture Point Neighborhood
- 6 Brights Creek Redevelopment
- 7 Victoria Boulevard Neighborhood

The Master Plan will be implemented through framework improvements and development initiatives. This section of the Master Plan describes the seven proposed initiatives. An initiative is a series of coordinated public and private investments designed to leverage the most value out of each other in order to effectively and efficiently implement the Master Plan. Initiatives are geographically defined and typically encompass one area of a Master Plan. By parceling a Master Plan into separate initiatives, all stakeholders and residents are equally considered. Each group has defined “bite size” tasks by which to implement the Master Plan.

All initiatives involve a multitude of stakeholders. Initiatives can proceed simultaneously and are not prioritized. An initiative should be implemented when two or more of the individual components within it are ready to move forward. The Master Plan contains both “near term” and “long term” recommendations. “Near term” refers to components of an initiative that are almost ready for implementation. In contrast, “long term” refers to components that require additional consultation and collaboration before they will be ready for implementation.



Open Space Framework



## INITIATIVE 1

# King Street Landing & the Waterfront Core

The King Street Street Landing and Waterfront Core initiative aims to create a new downtown relationship to the water and to re-establish Kings Way as a landmark street. Currently Settlers Landing Road separates the downtown core from both the waterfront and Carousel Park. This initiative recommends transforming Settlers Landing Road from a bypass road into a urban waterfront mainstreet and to improve Carousel Park by activating it with waterfront market buildings. The private development initiatives include a new signature mixed-use development on the Goodyear property and the development of an urban grocery store adjacent to the existing municipal garage.



(ABOVE ) Proposed view of the heart of Hampton's redevelopment around Carousel Park and the inlet with mixed-use buildings on the Goodyear/Wine Street property  
(BELOW) Existing view of Carousel Park, the inlet and the Goodyear/Wine Street property across Settlers Landing Road





INITIATIVE 1: KING STREET LANDING & THE WATERFRONT CORE
NEAR TERM
<p>Redevelop Goodyear/Wine Street property with a mix of uses and a signature building</p> <p>Add on-street parking and a bike lane to Settlers Landing Road (no physical changes)</p> <p>Convert Olde Hampton Lane into a “parking street”</p> <p>Develop a grocery store addition to the parking garage on Settlers Landing Road</p> <p>Activate park in front of Museum with market building and new access point at Wine Street; rename as King Street Landing</p> <p>Redevelop site at Kings Way and Queens Way with two- or three-story mixed-use building</p> <p>Develop Kings Way streetscape that aligns sidewalks, coordinates signage, and makes a clear connection to the water</p> <p>Redevelop miscellaneous infill sites on Queens Way</p>
LONG TERM
<p>Pursue options for additional development atop and around Waterfront parking garages</p> <p>Develop Eaton Street hotel drop-off area into Eaton Street Landing</p> <p>Evaluate results of Settlers Landing Road modifications, and make appropriate physical changes</p> <p>Evaluate potential for extending King Street Landing south to the water’s edge</p>



Existing Conditions



Illustrative Master Plan

#### Goodyear/Wine Street Property

The development opportunity on the Goodyear/Wine Street property facing the proposed King Street Landing will be the City's most visible development opportunity over the next ten years. The Master Plan recommends a mixed-use building with ground floor retail and restaurant uses and offices and housing on the upper floors that will create a new identity for Hampton. The building should define the perimeter of the block with parking behind, creating a landmark facing the King Street Landing. It will become the City's new front door.

The development on this site must be of the highest quality to establish the standard by which all other development shall be measured. In conjunction with the recommended street changes to Settlers Landing Road, the new development will help re-define the road as a pedestrian-friendly Downtown street, not an auto-oriented bypass highway. Surface parking is discouraged, while an embedded parking garage for approximately 260-300 cars is recommended to serve not only the development on the block but also the general area as well.

#### Urban Grocery Store and Old Hampton Lane

The Master Plan calls for expanding the retail space on the east end of the parking garage to accommodate a new urban grocery store (25,000 square feet footprint). The grocery store would utilize parking on the ground floor of the garage, on-street parking in front of the store and new head-in parking proposed for Old Hampton Lane. Existing retailers affected would be accommodated in the commercial expansion or elsewhere Downtown.

An urban grocery store in Downtown Hampton would provide grocery shopping options for the existing in-town residents and provide an amenity for new Downtown residents not found in competing urban markets in the region.

#### Development of Carousel Park / King Street Landing

The plaza areas in front of the Virginia Air and Space Center are not as intensely used as many such Waterfront spaces, due in part to the lack of activities along them and because they are visually separated from the streets of downtown by landscaping, Settlers Landing Road, and poor alignment of both the Kings Way and Wine Street sidewalks. The Master Plan calls for retail market structures along both sides of the Marina Inlet. A drive parallel with Settlers Landing Road would connect both Kings Way and Wine Street. New landscape design and the addition of a reflecting pond can provide effective visual connection between the Downtown and the Waterfront.

#### Mill Point Park

Mill Point Park is one of Downtown's more successful parks. Nevertheless, the design of the park does not successfully connect the water to the core of downtown. The plan recommends redesigning the park to remove the berms thereby increasing visual access from the core of downtown to the waterfront.



Proposed urban grocery store and existing municipal parking garage



(ABOVE LEFT) Proposed King Street Landing / Carousel Park  
(ABOVE RIGHT) Alternate design with Amory Industries



Existing view of Carousel Park and the inlet looking north



Proposed view of Carousel Park Market on the inlet looking north



## INITIATIVE 2

# Franklin Street Corridor & Salters Creek Landing

The Salters Creek Landing and Franklin Street Corridor initiative is located on the western edge of downtown. The area is largely undeveloped however it contains two landmarks – the Hampton History Museum and St. John's Church. This initiative aims to expand the waterfront promenade to a new landing, create a strong critical mass of downtown housing along Franklin Street and to improve access and visibility to the area's landmarks.



(ABOVE ) Proposed view of Franklin Street retail and residences with the Sargent Building in the distance  
(LEFT) Existing view of Franklin Street's surface parking lots and the Sargent Building in the distance



INITIATIVE 2: FRANKLIN STREET CORRIDOR & SALTERS CREEK LANDING
NEAR TERM
Develop Salters Creek Landing and a formal entrance drive to the Hampton History Museum Extend Franklin Street from Old Hampton Lane to Settlers Landing Road Redevelop Settlers Landing Road parking lots with a mix of uses including retail on the ground floor and housing above Develop new housing along Franklin Street between Queens Way and Lincoln Street Collaborate with Queen Street Baptist Church to develop new Community Outreach facility and new housing along Lincoln Street Add on-street parking and bike lanes to Armistead Avenue
LONG TERM
Redevelop HRHA property along Armistead Avenue with ground floor commercial and housing above. Evaluate redevelopment opportunities at Harbor Point, including extending Franklin Street to Pembroke Avenue

#### Redevelopment of Settlers Landing Road Parking Lots

The existing parking lots south of the Sargent Building are prominently located and controlled by the City. The Master Plan recommends extending Franklin Street through this area to create sites for mixed-use development with retail on the ground floor and housing above. New buildings should be a minimum of three floors, with all parking contained in the middle of the block in well landscaped surface lots. The buildings should define the edges of the block with three distinct fronts, including four or five stories along Settlers Landing Road in scale with the Sargent Building and the municipal parking garage to the east. The eastern facade of these buildings will define a new formal drive for the Hampton History Museum and should therefore be appropriately designed as a neighbor to this insti-

tution. The western face will define Franklin Street as a mixed-use street with a transition to residential uses further north. This facade should be more residential in character with smaller scaled porches and gabled roofs.

#### Salters Creek Landing

A new public park, Salters Creek Landing, is proposed in front of the Hampton History Museum. Salters Creek Landing will become the western terminus of the waterfront promenade, thereby extending the walkway an additional three blocks. The proposed formal entrance to the Museum can extend across Settlers Landing Road and become integrated into the design of Salters Creek Landing.

#### Franklin Street Housing

The sites along Franklin Street north of Queens Way represent the largest single block of land on which to create new urban housing. A combination of three-story apartments and townhouses can provide over 300 units, which would be a significant step towards creating a critical mass of residential units Downtown.

Small courtyards and setbacks can provide variety across the street from the brick wall of St. John's Cemetery. Parking for all units in this district should be provided either on-street, or in well-landscaped mid-block lots. The architecture of the housing should be derived from the best Hampton architectural traditions.

#### St John's Close

The area adjacent to St. John's Church can be developed as a mixed-use structure with retail or museum uses on the ground floor with residential above. It can enhance the setting for the church with a portal on axis with the church, framing a walk leading from Franklin Street to the church.



Existing Conditions



(ABOVE) Illustrative Master Plan  
(BELOW) Alternative plan for St. John's Close





### INITIATIVE 3

## Lincoln Street Landing & Upper Wine Street

The Lincoln Street Landing and Upper Wine Street initiative borders Pasture Point on the north east side of the Downtown Core. This area of downtown represents an opportunity to improve the downtown's north south streets (Wine and King) and their relationship to the water, to redevelop the government center with new offices and a garage, and to create a northern terminus of the downtown promenade at the proposed Incoln Street Landing.

INITIATIVE 2: LINCOLN STREET LANDING & UPPER WINE STREET
NEAR TERM
<ul style="list-style-type: none"> <li>Develop Wine Street streetscape, including adding on-street parking wherever possible</li> <li>Create Lincoln Street Landing at the terminus of Lincoln Street (pump station lot)</li> <li>Convert Eaton Street into a series of neighborhood parks</li> <li>Extend Mill Point Road to Wine Street</li> <li>Develop new infill housing on both sides of the extended Mill Point Road</li> <li>Develop Street connections and a parking garage in the Government Center</li> <li>Extend Wine Street to Pembroke Avenue</li> <li>Redevelop eastern edge of Government Center with new housing</li> </ul>
LONG TERM
<ul style="list-style-type: none"> <li>Relocate City Jail and redevelop sites along the periphery of St. John's Cemetery with new housing</li> <li>Strengthen Lincoln Street with new housing at Carmel Center and Sheriff's Office Lot</li> </ul>



Existing Conditions



Illustrative Master Plan



#### INITIATIVE 4

## Olde Hampton Neighborhood

The Olde Hampton Neighborhood is rich in history with an important legacy dating from the post Civil War era as a “Contraband of War” camp to house slaves from throughout the South who were fleeing North to escape their bondage. In recent years it has suffered many of the problems of inner city neighborhoods, which has caused long time residents to leave.

The community has been working on a Community Revitalization Plan which calls for new houses at affordable cost for homeowners and improvements to the public areas. The Downtown Master Plan builds upon this neighborhood plan and provides some additional concepts for consideration by the community. Illustrated on this page is an initiative to create a new street on a present industrial site as a means of both creating new house sites and improving



(ABOVE) Proposed view of renovated Watkins Feed Store and new residential development  
(LEFT) Existing view of Watkins Feed Store on Queen Street





the street pattern of the neighborhood. The historic Watkins Feed Store is proposed to be restored as a neighborhood landmark at the entrance to this new street.

Key issues for residents are problems associated with Grant Park. It is hidden from public view and has become a center of crime. The plan suggests one way in which the park can be more open to public view and therefore become more secure. The new street on the site of an empty industrial site, provides an improved entrance to the park as well as sites for new home ownership units. The park is illustrated with one of several possible configurations to expand it to both Queen and Lincoln Streets. The existing Grant Circle which serves only two houses, but causes severe security problems for the park, is recommended to be vacated with the right of way providing access to the two properties.

Additional residential development is suggested for sites located at the corner of Queen Street and Back River Road.

At the suggestion of Olde Hampton Residents, the plan calls for the redevelopment of distressed residential and retail properties near the intersection of LaSalle and Queen Street.

INITIATIVE 4: OLDE HAMPTON NEIGHBORHOOD
RECOMMENDATIONS
<p>Improve Grant Park by acquiring key properties and creating important street connections that will provide additional access, visibility, and surveillance on the park</p> <p>Establish a new front to the Community Center oriented to Armistead Avenue and the historic alignment of Grant Street</p> <p>Develop guidelines for new construction and rehabilitation</p> <p>Redevelop the Watkins Feed Store</p> <p>Redevelop properties at Queen Street and Back River Road with housing and neighborhood serving retail</p> <p>Pursue additional north-south street connections that increase neighborhood connectivity and opportunities for new housing</p> <p>Improve La Salle Corridor and related blighted properties</p>



Existing Conditions



EXISTING HOUSING IN OLDE HAMPTON New infill housing in Olde Hampton should respect the modest scale of historic housing.



Illustrative Master Plan



Phase 1



Phase 2



Phase 3

## Pasture Point Neighborhood

The Pasture Point Neighborhood includes a remarkable collection of historic houses, especially in the areas south of Pembroke Avenue. North of Pembroke Avenue, residents spoke of concerns about truck traffic from industrial uses embedded in the north end of the neighborhood. The plan suggests those uses be replaced with residential development that continues the best traditions of the neighborhood. The plan on the following page indicates these properties facing a new linear park which links the east side of the neighborhood, including the portion north of I-64 with Colbert Avenue and the future Brights Creek development to the west.



(ABOVE) Proposed view of new Pasture Point housing

(LEFT) Existing view north on Eaton Street towards Interstate 64





#### Building upon the Neighborhood Plans: Pasture Point

This initiative reflects the Reinvestment Plan for the neighborhood adopted by City Council in January 2003. Pasture Point is a strong in-town neighborhood with strategic importance to Downtown because of its location, architectural character, and potential for reinvestment in the existing housing stock.

Pasture Point has a good supply of historic and architecturally distinctive housing. Incentives to help homeowners rehabilitate their homes will be priority tools in this neighborhood's revitalization. To preserve the character of the area, design guidelines and quality standards for the construction of new housing and rehabilitation of existing housing are recommended. Additionally, streetscape improvements including street lighting, neighborhood entry signage, and landscaping are encouraged to establish a unique identity for the neighborhood consistent with its historical significance.

Existing industrial and business uses between the neighborhood and Interstate 64 detract from the community both visually and functionally, and should be acquired and redeveloped for new housing and a greenway that connects Pembroke Landing with King Street. As an alternative some of the industrial building stock could be re-used for loft housing



**NEW HOUSING IN PASTURE POINT**  
New housing in the neighborhood should blend seamlessly with existing housing.



Illustrative Master Plan



Existing Conditions

#### INITIATIVE 5: PASTURE POINT NEIGHBORHOOD

##### RECOMMENDATIONS

- Purchase remaining industrial properties in Pasture Point and develop street and greenway connections between Pembroke Landing and King Street
- Create guidelines for the construction of new housing along greenway, and rehabilitation of existing houses
- Complete streetscaping and neighborhood signage programs
- Develop new housing along new greenway connection in accordance with guidelines
- Develop commercial site along King Street adjacent to I-64
- Pursue sound mitigation options with VDOT

# INITIATIVE 6

## Brights Creek Redevelopment

The industrial yards, north of Downtown represent long-term opportunity to expand Downtown with both neighborhoods and revenue-generating commercial development. Residential and neighborhood development should extend from Downtown to the north edge of Brights Creek. Commercial development should line the expressway. Armistead Avenue should become a high quality boulevard linking downtown to Coliseum Central.

### INITIATIVE 6: BRIGHTS CREEK REDEVELOPMENT

#### RECOMMENDATIONS

- Develop a direct street connection from the foot of the eastbound I-64 off ramp to King Street
- Redevelop property facing the Interstate with commercial and light industrial uses
- Develop a direct street connection from Back River Road to Rip Rap Road
- Improve Armistead Avenue as a high-quality urban boulevard and a functional connection between Coliseum Central Area and Downtown
- Develop plans for the restoration of Brights Creek into an urban greenway and City-wide amenity
- Work with property owners to create a new in-town neighborhood between Downtown and the northern edge of the proposed Brights Creek Greenway
- Work with existing property owners to create a high quality commercial development between the northern edge of the proposed Brights Creek Greenway and I-64



Illustrative Master Plan



Existing Conditions



X-Ray of an Armistead realignment alternative



Illustrative plan of an Armistead realignment alternative



X-Ray of an Armistead realignment alternative



Illustrative plan of an Armistead realignment alternative



## INITIATIVE 7

# Victoria Boulevard Neighborhood

The Victoria Boulevard neighborhood has a large collection of well maintained and restored houses with beautiful streets and public spaces. The community's major concern has been to eliminate unnecessary through traffic. Traffic calming measures have begun to be initiated with some success and additional ones are recommended. There is also concern that if the marina and other waterfront sites are considered for redevelopment in the future, the form of that development should be compatible with the neighborhood. The plan suggests a guideline with set-backs which maintain visual access to the water. In addition, redevelopment of the site should encourage public or semi-public access to and along the waterfront.



**WATERFRONT APPROACH** New development on the Waterfront should create view corridors to the water. If possible, public space along the water's edge (Victoria Boulevard Landing) should be created.



**WATERFRONT DEVELOPMENT** Currently occupied by multiple disparate businesses, Bridge Street's waterfront should be redeveloped with uses that maintain public views and access to the water.



illustrative master plan with design guidelines



INITIATIVE 7: VICTORIA BOULEVARD NEIGHBORHOOD
RECOMMENDATIONS
Develop guidelines that create public value and protect public views of the Hampton River for the redevelopment of Waterfront property north of Victoria Boulevard
Improve traffic-calming measures along Victoria Boulevard by either increasing the size of the existing traffic circles, or by building mid-block bulb-outs
Pursue options for creating a public space at the terminus of Armistead Avenue: Armistead Avenue Landing



## Frameworks

The initiatives described in the previous section of this report are within specific geographic areas of the Master Plan. Each initiative includes both private development and public investment in streets, public open space, and parks. They also rely on a consistent approach to residential and retail development.

This section of the report describes area-wide components of the Master Plan. These include:

- Framework of Streets
- Parking System Framework
- Framework of Parks and Open Space
- Inventory of Residential Uses
- Inventory of Retail Uses



Framework of Streets



Inventory of Residential Uses



Parking System Framework



Inventory of Retail Uses



Framework of Parks and Open Space



## FRAMEWORKS

### Streets

A new street system for Downtown Hampton will increase its connectivity and access while maintaining its capacity and mobility. This system will provide appropriate numbers of cars on streets that relate to the varied uses and addresses in the Downtown. A system of Green Streets is recommended to re-establish a hierarchy of streets as well as to re-connect the City to the Waterfront. In particular, a phased approach to transforming Settlers Landing Road from a bypass street to a Downtown Waterfront or Green Street is recommended. Also, the existing ring of boulevards should be converted in dimension to support the unique uses proposed along them, thus broadening the types of street and streetscape experiences in Downtown Hampton.

King Street becomes a continuous two-way street with regional access from Interstate 64 and Queen Street becomes the retail core of the Downtown. The proposed Framework of Streets celebrates these landmark streets of King Way and Queens Way by properly terminating them in public landings along the water.

A continuous grid of local streets will be achieved through both creating links between discontinuous existing streets and rights-of-way, as well as introducing new streets to provide public addresses for development of civic, retail, and residential uses in the Downtown. The Master Plan recommends several minor street extensions through existing parking lots in order to reduce the over-scaled blocks in the Downtown, to provide direct connections to surrounding neighborhoods, and to create additional retail and residential development frontage. Additional streets are proposed in Pasture Point, the Brights Creek Redevelopment area and Olde Hampton to release land for residential development near to the Downtown.



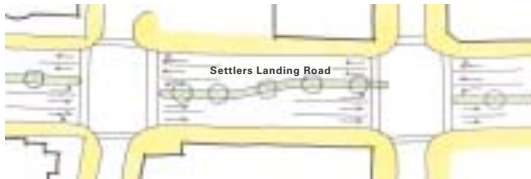
Proposed Street Networks



Proposed improvements to the street network – new streets (in red) and transformed streets (in green)

#### Settlers Landing Road: A Green Street

The Master Plan recommends a phased approach to rebuilding Settlers Landing Road into a proper waterfront Main Street. A Critical Lane Volume (CLV) analysis conducted by Glatting Jackson (See Appendix B) indicates that Settlers Landing Road at its current width of four through lanes and traffic volume has considerable excess capacity. The excess presents an opportunity to “reclaim” the road and narrow each direction of travel by one lane. While a more detailed analysis and testing would be required for the final design, the analysis supports the reasonableness of making the roadway narrower. The test option is only recommended for the segment east of Armistead Avenue. For the section west of Armistead Avenue, permanent changes can be made without going through the test option.



SETTLERS LANDING ROAD EXISTING PLAN Four through lanes

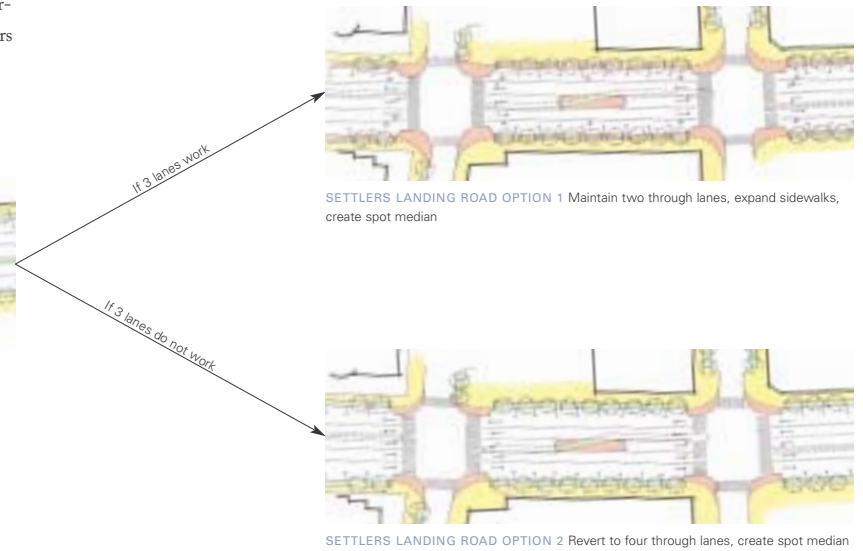


Existing Settlers Landing Road section

Various options for the redesign of this street are shown at right. The introduction of street trees and bulb-outs at the corners at intersections of streets will further tame the street for pedestrians and cars alike.



SETTLERS LANDING ROAD TEST OPTION Reduce to two through lanes, add corner bulbouts, create on-street parking



SETTLERS LANDING ROAD OPTION 1 Maintain two through lanes, expand sidewalks, create spot median

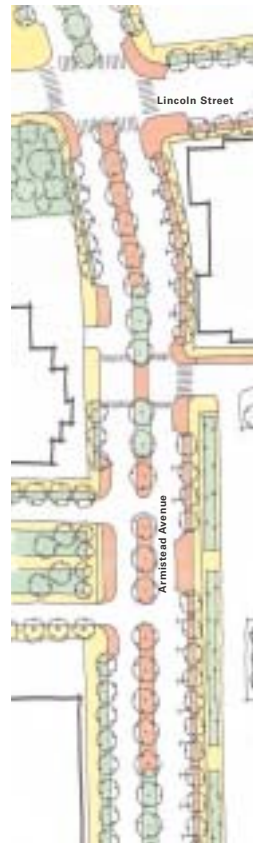
SETTLERS LANDING ROAD OPTION 2 Revert to four through lanes, create spot median

#### Armistead Avenue: A Green Street

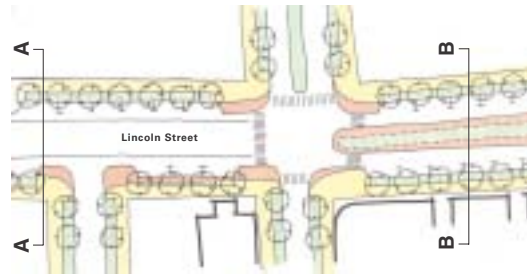
Armistead Avenue currently forms an edge between the Olde Hampton neighborhood and Downtown, highlighting the differences in street (Lincoln Street and Settlers Landing Road) and land use character between that neighborhood and Downtown. Between Pembroke Avenue and Settlers Landing Road, the Plan proposes narrowing Armistead Avenue down to two lanes and adding on-street parking and bicycle lanes on each side. Based on the simple Critical Lane Volume (CLV) analysis, Armistead Avenue has considerable excess in capacity and can definitely accommodate existing traffic with a two-lane configuration.

#### Lincoln Street: A Green Street

The stretch of Lincoln Street from Armistead Avenue to Eaton Street currently functions as another “boulevard” bounding the northern perimeter of the core area. The Plan proposes that Lincoln Street transition from a neighborhood street to an urban local street (with left turn lanes at intersections, bike lanes, and on-street parking), to a boulevard street (with a wide median and on-street parking). Aside from reducing the “barrier effect” of Lincoln Street between Downtown and areas to its north, narrowing the street down and adding on-street parking would help bring a street scale and pattern similar to the segment of Lincoln Street to the west of Armistead Avenue. Lincoln Street is one of the few streets that tie the Olde Hampton neighborhood to Downtown’s west side. Maintaining a uniform cross section to this penetrating street will help link Downtown into Olde Hampton. Transitioning into a boulevard street east of King Street will make a more dramatic welcome into the core of Downtown’s civic space and the Waterfront.



PROPOSED CHANGES Armistead Avenue



PROPOSED CHANGES Lincoln Street



Armistead Avenue at Lincoln Street



SECTION A-A Lincoln Street, west of King Street

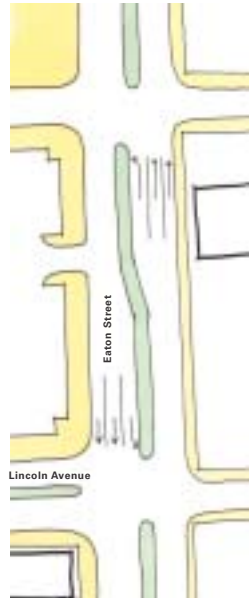


SECTION B-B Lincoln Street, east of King Street

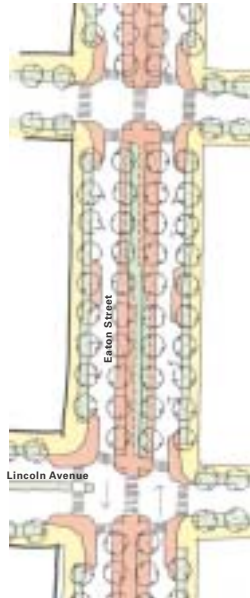


## Eaton Street

The Plan recommends changing Eaton Street to one travel lane in each direction with parking on both sides and a wider median to become a wide linear park. Reconstruction of outside curbs is not necessary except as bulb-outs. In addition to removing the barrier between Downtown and the Waterfront, and Downtown and Pasture Point, the narrower cross-section will help create safer intersections along the street where the majority of the intersections are stop controlled.



Existing Eaton Street



Proposed Eaton Street changes



(ABOVE) Existing Eaton Street section  
(BELOW) Proposed Eaton Street section



Eaton Street at Lincoln Street



Monument Avenue, Richmond, Virginia

## Kings Way

Both Kings Way and Wine Street have different street and sidewalk configurations in each block of the historic core. This inconsistent alignment of sidewalks and streets makes pedestrian connections between the Downtown and the Waterfront, especially across Settlers Landing Road, extremely difficult. The Master Plan calls for improving these streets with both new configurations and streetscapes to provide a continuous pedestrian experience from Lincoln Street to the Waterfront.



Existing Kings Way

Proposed Kings Way changes



(ABOVE) Existing King's Way section A-A, north of Queen's Way



(BELOW) Proposed King's Way section A-A, north of Queen's Way



(ABOVE) Existing King's Way section B-B, south of Queen's Way



(BELOW) Proposed King's Way section B-B, south of Queen's Way

## FRAMEWORKS

### Parking

The Master Plan proposes that the various types of parking be managed as a coordinated system. The Plan includes additional on-street parking, surface parking lots, and parking structures.

The new development proposed in the Master Plan will require additional parking structures. One garage is recommended on the Goodyear/Wine Street property and another in the government center. Depending on development potential, the Brass Shop lot could accommodate a third garage.

Old Hampton Lane should be converted into a “parking street” for approximately 140 cars. All surface lots should be well-landscaped and concealed. On-street parking is introduced on all streets where physically feasible.

The presence of on-street parking on Settlers Landing Road can be expected to increase, not discourage, the use of the currently underused supply of parking in the two structures to either side of Settlers Landing Road, at the entry to Downtown. The on-street parking “advertises” that parking is expected and invited in the area. Further, the presence of on-street parking adds significantly to the quality of pedestrian travel along Settlers Landing Road and will encourage higher levels of Downtown visitation by passing motorists.



(ABOVE) Existing Old Hampton Lane section  
(BELOW) Proposed Old Hampton Lane section



Proposed parking framework

PROPOSED PARKING SUPPLY	
On Street	650
Surface Lot	1000
Garage	2500
<b>Total</b>	<b>4100</b>

Note: total includes approximately 800 spaces for new residential units. Total does not include current private surface lots.



## FRAMEWORKS

# Parks & Open Space

The proposed framework of parks and open space takes its cues from the existing amenities of the City: its landmarks and its waterways. The Master Plan expands upon these amenities by tying them together with a connected system of promenades, parks, parkways, and landings.

The Master Plan proposes expanding the Downtown Waterfront promenade three blocks to the west, terminating at Salters Creek Landing and the Hampton History Museum. Likewise, the Master Plan recommends terminating the northern end of the promenade in a public park at the proposed Lincoln Street Landing. The jewel of the Downtown Waterfront, and its new center, should be King Street Landing, a community gathering space on Downtown's new front door.

Brights Creek should become the primary organizing element to redevelopment of the industrial area north of Pembroke Avenue. The Creek should be supported by a recreational greenway, parks, stormwater detention amenities, and parkways that connect Olde Hampton and Pasture Point to the water.



Proposed parks and open space framework



Proposed improvements to the parks and open space network: new parks and open space (dark green) and existing parks and open space (light green)

## Landings

In order to more effectively connect the interconnected network of streets with the waterfront, the Master Plan proposes to create a series of public spaces, or landings at the points where streets meet the water. These will also serve as entrances to continuous walkway system along the waterfront. They include:

Lincoln Street Landing, which provides a gateway to Pasture Point as well as marking the beginning of the waterfront walkway; Mill Point Landing which will require some improvements to the existing park, Eaton Street Landing which leads to the Cousteau Center, Wine and King Street Landing which lead to the Marina and King Street Pier, and Salters Creek Landing which is an extension of the proposed park in front of the History Museum.



Lincoln Street Landing



Eaton Street Landing



King Street Landing



Salters Creek Landing



Examples of waterfront parks and open spaces



Hampton's landings

## FRAMEWORKS

# Residential



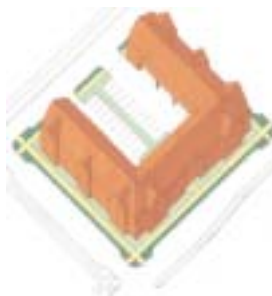
SINGLE-FAMILY HOUSES  
7–10 Units/Acre



TOWNHOUSE  
10–18 units/acre



MANSSION APARTMENTS Six to twelve units/building; 12–24 units/acre



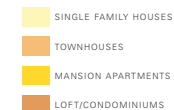
LOFT/CONDO 20–40 units/acre

A critical mass of Downtown housing is important to support Downtown retail and restaurants and to give Downtown Hampton a 24-hour presence. The Residential Market Study identified a demand for nearly 900 units. The Master Plan recommends approximately 600 units be built on publicly owned land. Upon absorption, additional land will have to be acquired.

New housing in Downtown Hampton should be varied in type, tenure, and style. The Master Plan recommends three basic building types for use Downtown: Loft /Condominium Apartment Buildings, Mansion Apartment Buildings, and Townhouses. For the in-town neighborhoods, single-family houses should also be used to fit within the existing building fabric.



Proposed residential framework



HOUSING PRECEDENTS Downtown housing should draw from the best elements of the local building traditions.



## FRAMEWORKS

### Retail

Supporting and expanding the inventory of Downtown retail is a major component of the Master Plan. The existing node at King Street and Queen Street must be maintained as it provides a link to Hampton's past. The current concentration of retail at this location should expand to the waterfront, transforming Settlers Landing Road into a main retail street.

A second concentration of retail should emerge at the proposed Salters Creek Landing.

In total, Downtown should target a total of approximately 190,000 square feet of retail over the next seven to ten years.



**RETAIL NODES** Downtown Hampton should develop two distinct nodes. One, centered on King Street Landing should be a regional destination. The other, along Franklin Street, should serve local residents and visitors.



Proposed retail framework



**FRAMEWORKS** New streets and parks will link together existing Waterfront investments, landmarks and parks into a single connected system.

## Development Summary



Development Summary

Site	Office (sq. ft.)	Retail (sq. ft.)	Institutional/ Public (sq. ft.)	Residential (units)
A		9,000		27
B		23,750		72
C		25,000		
D	34,500	11,500		
E		36,750		108
F	6,400	3,200		
G		10,000		35
H		9,000		50
I		9,000		27
J		12,000		36
K		5,000		39
L		5,000		108
M		5,000		41
N		5,000		35
O				13
P		2,600		13
Q				3
R		4,200		
S		7,800		16
T		5,000		10
U		5,000		22
V				18
W	3,000	5,000		16
X	10,000	5,000		37
Y				24
Z				36
AA				36
BB			90,000	
CC			22,500	
DD			25,000	
Total	53,900	193,800	137,500	822

Note: table is for estimating purposes only. Eventual build out of master Plan may vary from table, depending on market conditions.

## Plan Implementation

The 2004 Downtown Hampton Master Plan adopted by City Council on January 14, 2004 is the official policy for the City of Hampton. It replaces the previous Downtown Master Plan adopted in 1989 which is included by reference in the 2010 Comprehensive Plan.

Within the boundaries identified in this plan, there exist numerous planning and policy documents which guide public and private actions (a list is included below). The 2004 Downtown Master Plan may not address all aspects contained in these other policy and implementation tools. In cases where recommendations may conflict, the recommendation contained in the 2004 Downtown Master Plan prevails. Recommendations contained within these other policy and implementation documents, which are not specifically addressed in the 2004 Downtown Master Plan and yet are consistent with the overall objectives of the 2004 Downtown Master Plan, will continue to be valid guidance for both public and private actions.

Specific implementation initiatives which must follow the adoption of this master plan include the following:

- Amendments to the Old Hampton Redevelopment Plan.
- Amendments to the Hampton Zoning Ordinance.
- Amendments to the Site Plan Ordinance (Hampton City Code).
- Amendments to the Westhampton Conservation Plan.
- Amendments to the Pasture Point Conservation Plan.
- Funding through the annual Capital Improvements Plan as well as other public and private funding sources.

Existing plans or policy documents affecting areas within the boundaries encompassed by the 2004 Downtown Master Plan:

- Old Hampton Redevelopment Plan
- Hampton Zoning Ordinance - Special Public Interest District: Olde Hampton; and in-town neighborhoods
- Downtown Master Plan: 1989
- Olde Hampton Neighborhood Plan
- Westhampton Conservation Plan
- Pasture Point Neighborhood Plan
- Pasture Point Conservation Plan
- Kecoughtan Road Commercial Corridor Study
- North Armistead/North Back River Road Land Use Plan
- North King Street Corridor Plan